

365. ABSTRACT

In the line numbering from our first application,
please delete lines 366 through and including line 375.

366. — A cylindrically curved self supporting changeable indicia substrate
367. retaining display for securing and displaying a variety of printed indicia substrates;
368. more particularly, as a changeable golf sponsor display; comprising an indicia
369. substrate retaining appendage formed by a completely through cut, and tear
370. preventive, indicia substrate retaining slit in a single flexible planar display substrate.
371. Said indicia substrate is secured by surrounding and retained curvature stresses
372. when subjected to directionally predetermined compression; with all tensions
373. retained by a ground penetrating fixed width wire rod leg set that is vertically
374. invertible and or retractable for use as an indoor self supporting counter or
375. floor display.

376.

377.

378. Please add new lines 379 through 392 to read;

- new 379. A thin, planar polymer plastic substrate body forms a curved display for retaining
new 380. a sheet of paper. An inverted u-shaped slit(24) is cut through the substrate body,
new 381. and is located in an approximate center of the substrate body where two distal
new 382. endpoints(22) located at the slit's bottom portion are directioned inwardly and
new 383. upwardly to prevent tearing of the substrate body. An appendage(28)
new 384. established by the slit is sized to be smaller in size than the paper which is adapted
new 385. to be sandwiched between a rearward and concave surface of the substrate body
new 386. and a frontward and convex surface of the appendage. The paper is more securely
new 387. retained without tearing of the substrate body when the substrate body is in a laterally
new 388. curved position(34). A preferred means of retaining the substrate body's curved
new 389. position is folded tabs(36) which establish apertures(18) for retaining a wire rod
new 390. leg set(14) for ground insertion or table top use when the leg set is inverted. A user
new 391. may quickly change paper by pulling the substrate body's upper portion downward
new 392. and away from the paper retaining appendage(28).

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